

1935



NOW OBTAINABLE FOR THE FIRST TIME

CLASSIC CEILINGS

WITHOUT CRACKS OR VISIBLE JOINTS





A paneled wall supporting a distinctively designed Upson Relief Ceiling creates structural harmony. It gives your room a graceful dignity. Here the Upson Relief Ceiling gives this attractive dining-room the appearance of greater height.

New "Primelac" Surface Eliminates Sizing Coat

SECOND, the amazing new "Primelac" surface of the Upson "Stabilized" Board absolutely eliminates any sizing coat, and can usually be finished in ONE COAT of good paint possessing average covering capacity.

The elimination of a sizing coat results in a saving of from \$10.00 to \$20.00 per thousand square feet in cost of finishing.

No other board offers this "Primelac" surface. To finish economically, other boards must first have a priming coat. Then, because it is almost impossible to prime uniformly by hand, two or three coats of paint must be applied to obtain a satisfactorily painted surface. Spots and streaks often result from hand sizing.

This new "Primelac" surface takes gloss or flat oil paints perfectly. It can also be finished with most cold water paints.

The new Upson Board presents a richer and more deeply embossed surface—an artistic surface that will be found adapted to every use. The embossing is deep and permanent.

The back of each panel is equally superior. It is like a piece of sanded lumber—satin smooth. It enamels perfectly and eliminates the cost of sanding. This side may be used where a smooth surface is desired, as in kitchen or bathroom.

The beautiful new ivory surface of Upson Board is brighter, cleaner and more pleasing in appearance. If desired the new Upson "Stabilized" Board can be used without painting, and kept clean by wiping with a damp cloth.

Both surfaces of Upson "Stabilized" Board are free from bristling fuzz and whiskers which mar the finish of most boards and add to the painting cost—A vitally important quality.

Upson Duplex Moldings Add Charm to Any Room

The *third* step in this development is the introduction at this time of the Upson Duplex Molding. This is an entirely

new type of decorative strip—originated by The Upson Company. Upson Duplex Moldings are rich and distinctive in appearance and give added beauty to any ceiling.

An Upson Duplex Molding consists of a strip of $\frac{1}{4}$ " Upson Board to which is firmly cemented, at the factory, another strip of narrower width. The narrow width is centered on the wide strip. The resultant molding provides the third dimension—*depth*—which gives the desirable beauty of contrastive highlight and shadow.

For example, a 2-inch strip of Upson "Stabilized" Board is applied in the center of a 3-inch strip, thus leaving one-half inch margin or offset on each edge. A half-inch margin is similarly left on each of the other combinations, which are 3-4 inch, 4-5 inch, and 5-6 inch.

Upson Duplex Moldings are made in four different widths. The width that scales in the best proportion to the size of the room should be selected—for example, the 2-3 inch combination is for small rooms and the other sizes are for medium and large rooms.

The New Upson Relief Ornaments Provide an Atmosphere of Richness and Refinement

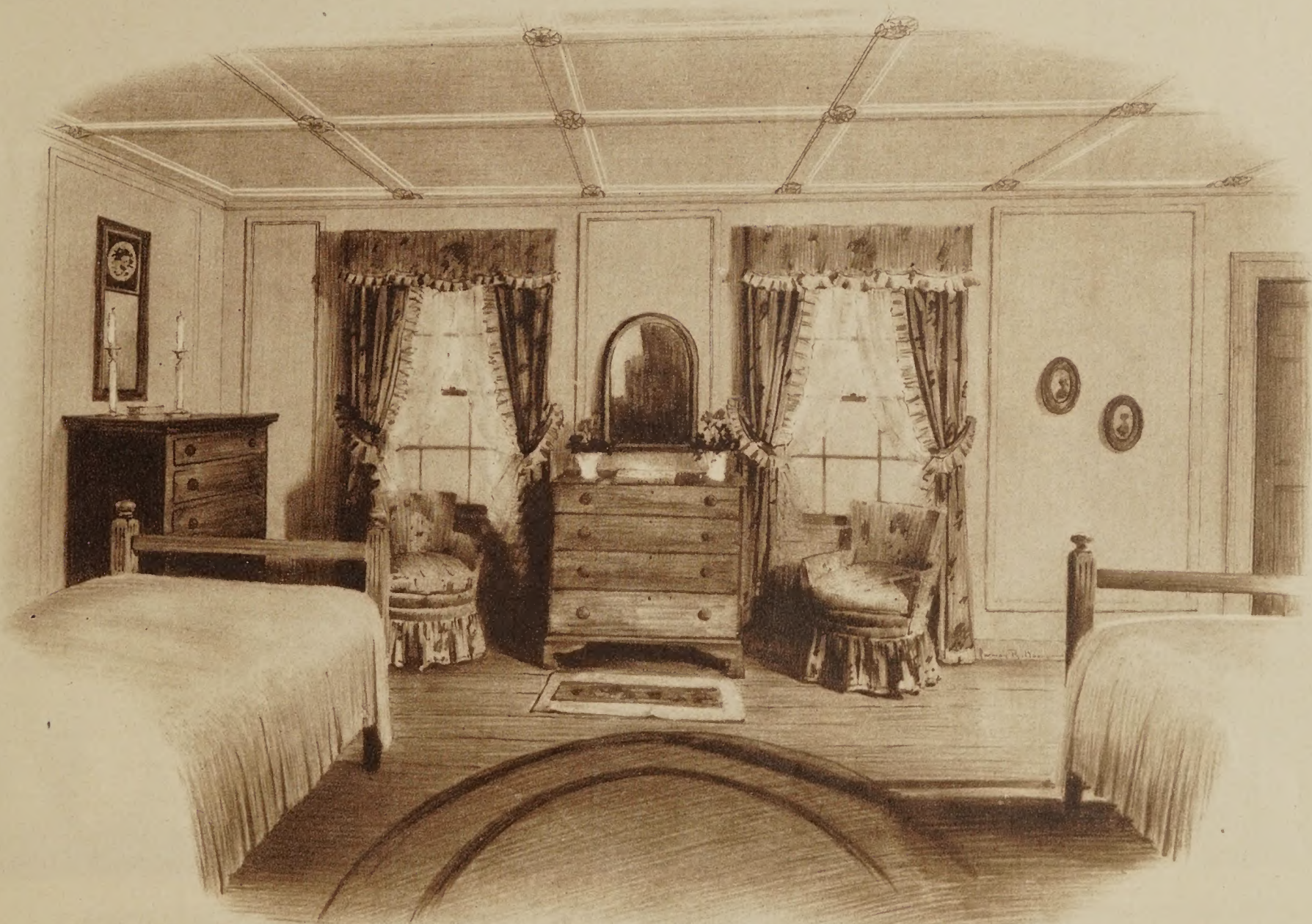
Fourth, Upson Relief Ornaments effectively and permanently conceal the structural joints at the intersections of the Upson Duplex Molding. They give the beauty and artistry of delicately hand-carved wood.

Visible joints have heretofore constituted one of the few objections to the use of fiber board in the better class of homes. The joints or openings may be the result of misapplication—indifferent workmanship—warping or twisting of green furring or studs—or settling of the building itself.

Everyone knows that plaster often cracks, but they usually overlook or excuse the flaw—just as they overlook or excuse the openings of joints in wood trim usually caused by dry heat or green lumber.

It is perhaps only natural that people should regard flaws in a wallboard surface more critically than flaws in plaster and woodwork. In the early days of fiber wallboard, occa-

(Continued on Page 7)



Plain, bare ceilings are neglected opportunities. Ceilings should be considered a part of the room design—a surface to be decorated. Here is an excellent example of the decorative possibilities of an Upson Relief Ceiling and Upsonized side walls in a bedroom. One could scarcely find more beautiful or more restful walls and ceiling, regardless of the material used for interior finish.



The modern home has no waste spaces. More and more home-owners are finding that their attics can be turned into useful, livable rooms. Upson "*Stabilized*" Board is helping many home-owners make this discovery. Here is an excellent example of one kind of room which can be added to almost any home. Why not build an extra guest room—additional bedrooms to accommodate a growing family—a maid's room? Or perhaps you would prefer a study for the children—a den for father—a sewing room for mother—or a recreation room for the entire family. Simply have your carpenter erect studs for the walls, then apply the Upson "*Stabilized*" Board to these studs and the roof rafters.

sional prejudice resulted from the crudeness of some products as well as from improper application.

Knowing this, The Upson Company has—from its inception—been the leader in an effort to overcome the early weaknesses of wallboard—by producing a *constantly* improved product.

With the three latest developments already described, we now take great pride and pleasure in announcing ceilings without visible structural joints—Upson Relief Ceilings.

The Upson Self-Clinching Fastener Eliminates Nail Holes in Panel Centers

One decisive improvement—made over ten years ago—by The Upson Company, was the invention and introduction of the Upson Self-Clinching Fastener. This ingenious little device anchors the panels of Upson Board securely in place

from the back. It eliminates unsightly nail-head depressions on the faces of panels. These marks are still apparent on many wallboard jobs, since Upson Board is one of the very few boards which can be applied with this Fastener.

The introduction of the Upson Self-Clinching Fastener proved a remarkable stimulant to the interest in better wallboard walls and ceilings. It was a big step in placing Upson Board and Upson Fibre-Tile in a class by themselves.

Although the new Upson Relief Ceilings offer rare refinement and beauty, the method of installing is comparatively easy and simple. Any carpenter who understands interior work should be able to install a perfect job, if he will but follow the few simple directions furnished.

Rooms designed with walls and ceilings of Upson "Stabilized" Board offer every opportunity for expression of the taste of the owner and for the exercising of prideful craftsmanship by the builder and carpenter.



There is nothing better than Upson "Stabilized" Board for ceilings at any price. Considered as the canopy of a room, the ceiling can be delightfully treated in any type of room when Upson "Stabilized" Board is used. The walls of this room are also Upsonized in simple, appropriate design.

A man's room in every respect. For home office or den, there is no more suitable wall and ceiling treatment than well-designed paneling. Such an interior finish as that shown here is easily constructed of Upson "Stabilized" Board at comparatively little cost and in one-third the time of re-plastering, without the usual muss and dirt.



These Characterf Which Has U

Simplicity and restful dignity are con
form a perfect background for any typ
tasteful bedroom anywhere



Nothing is too good for the darling of the family. How appropriately the Upsonized walls and ceilings of this modern nursery set off the well-chosen pieces of furniture in this cheery room. Little finger-prints can easily be removed from the Upsonized walls with a damp cloth.



Left—Attractive walls and ceilings are livable and lovable. They suggest pride, refinement and an appreciation of beauty. This corner of the Upsonized living-room is appealing to the most fastidious housewife.

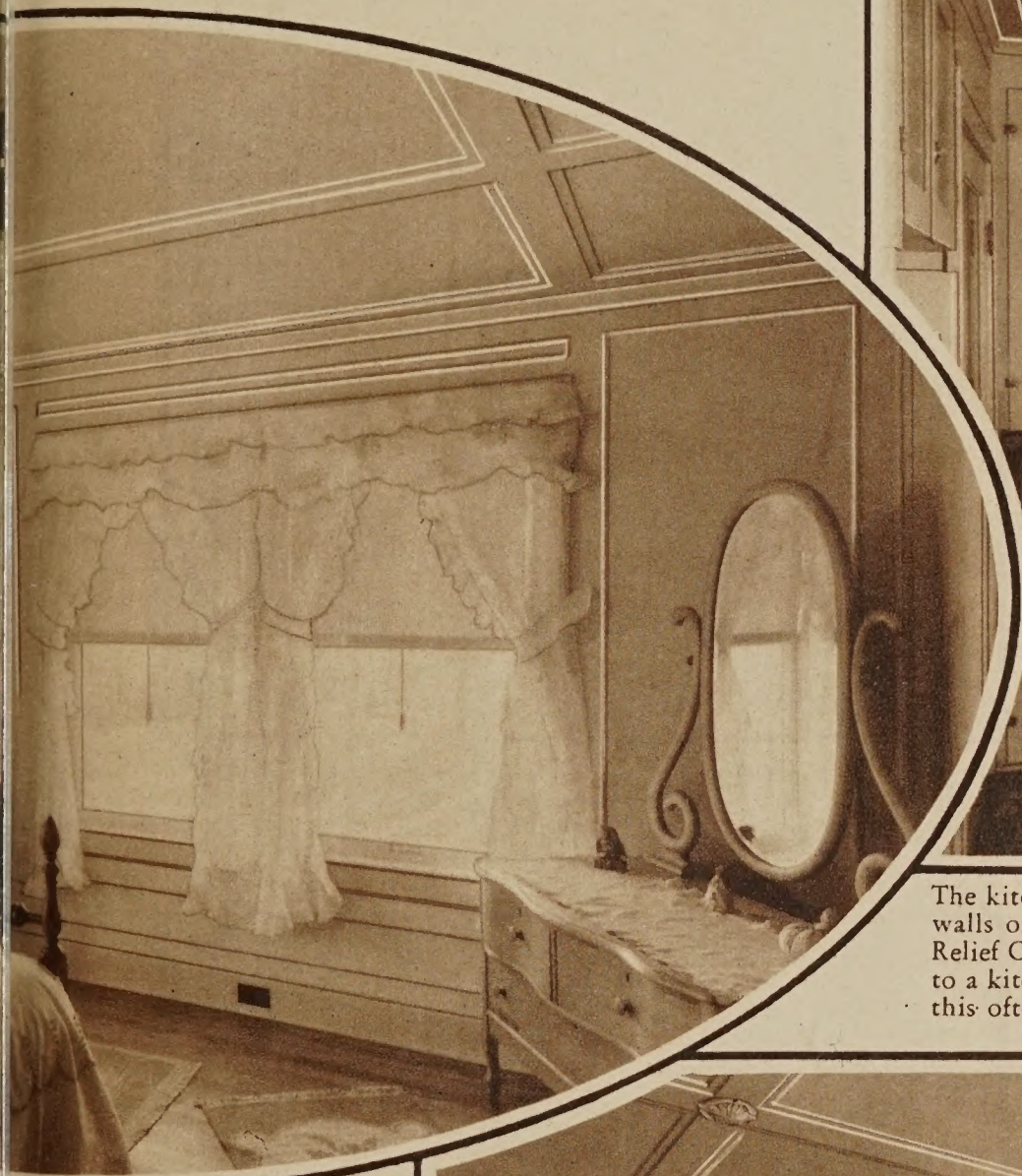


Right—There is restful dignity in the Upsonized walls and ceiling of the master bedroom. They will never have to be repaired, for Upsonized surfaces are permanent—can never crack or fall.

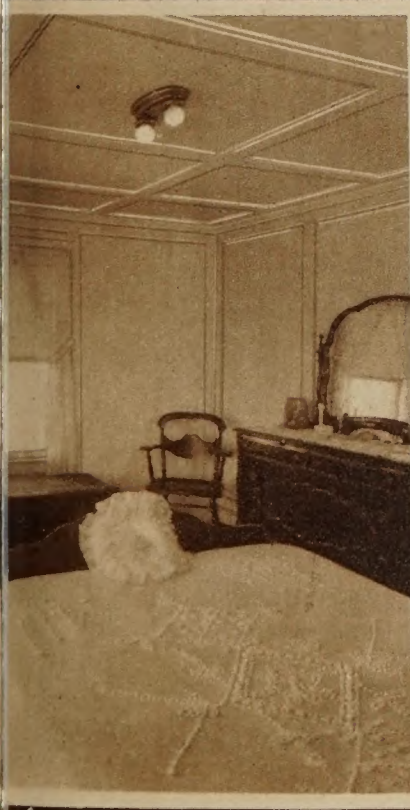


Rooms Are in a New Home Upsonized Walls and Ceilings Throughout

in this delightful Upsonized bedroom. The walls and ceiling
finishing or decoration. We could scarcely find a more beautiful,
ardless of the material used for walls and ceiling.

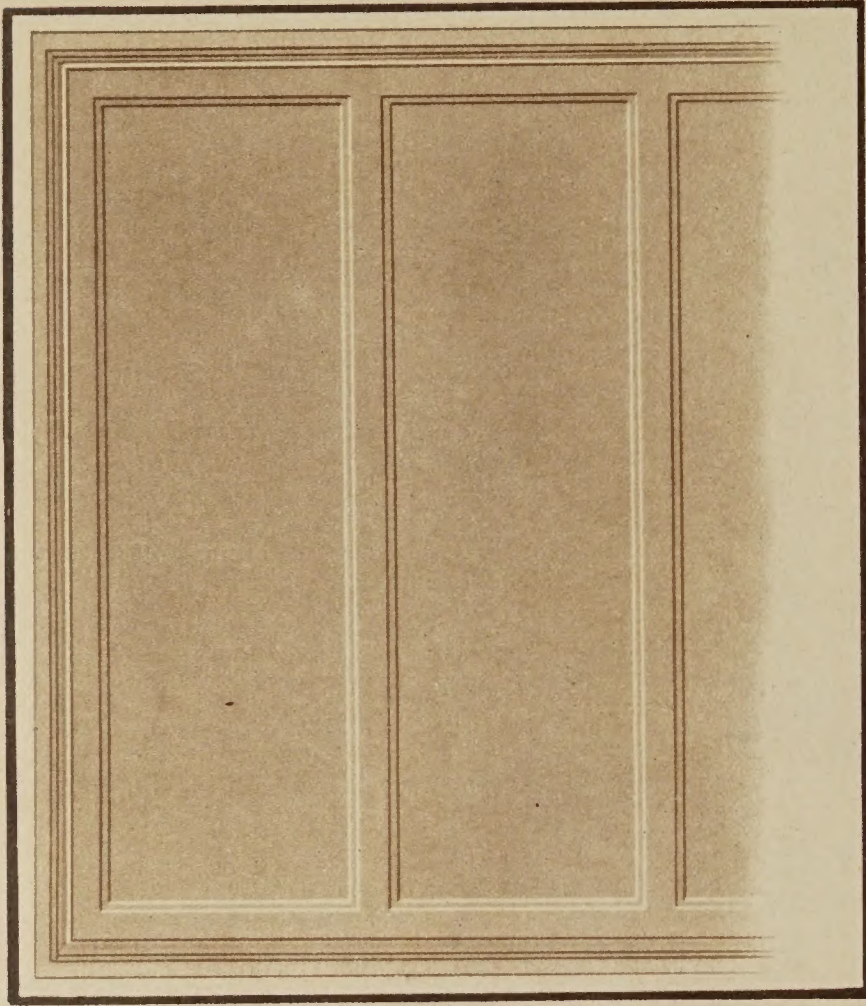


The kitchen can easily be made an interesting room in which to work. With side walls of Upson Fibre-Tile and Upson "Stabilized" Board, and a simple Upson Relief Ceiling, all finished in dainty tints of washable paint. Nothing you can do to a kitchen will bring so much cheer, so much beauty and so much happiness to this oft-neglected room as having it lined with Upson "Stabilized" Board and Upson "Stabilized" Fibre-Tile.

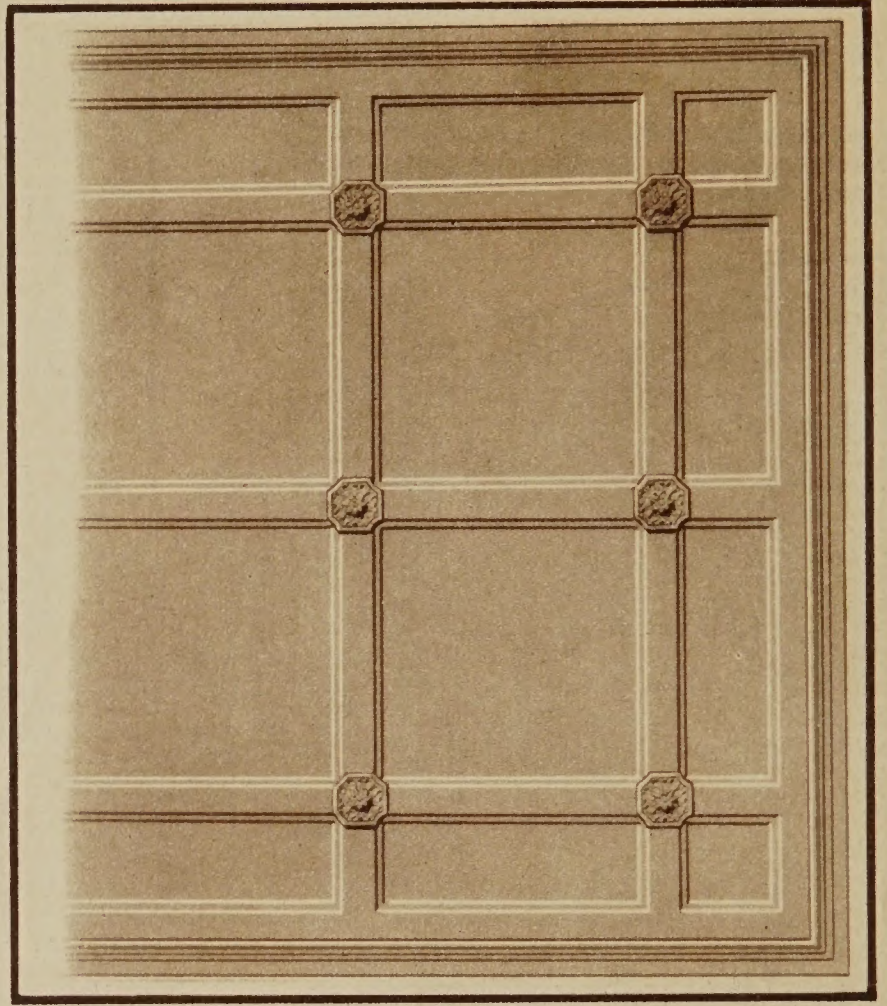


In many homes the dining-room is the one room where the entire family is most likely to be together. Therefore it should be an attractive, inviting room. In no room is paneling more appropriate than in the dining-room.

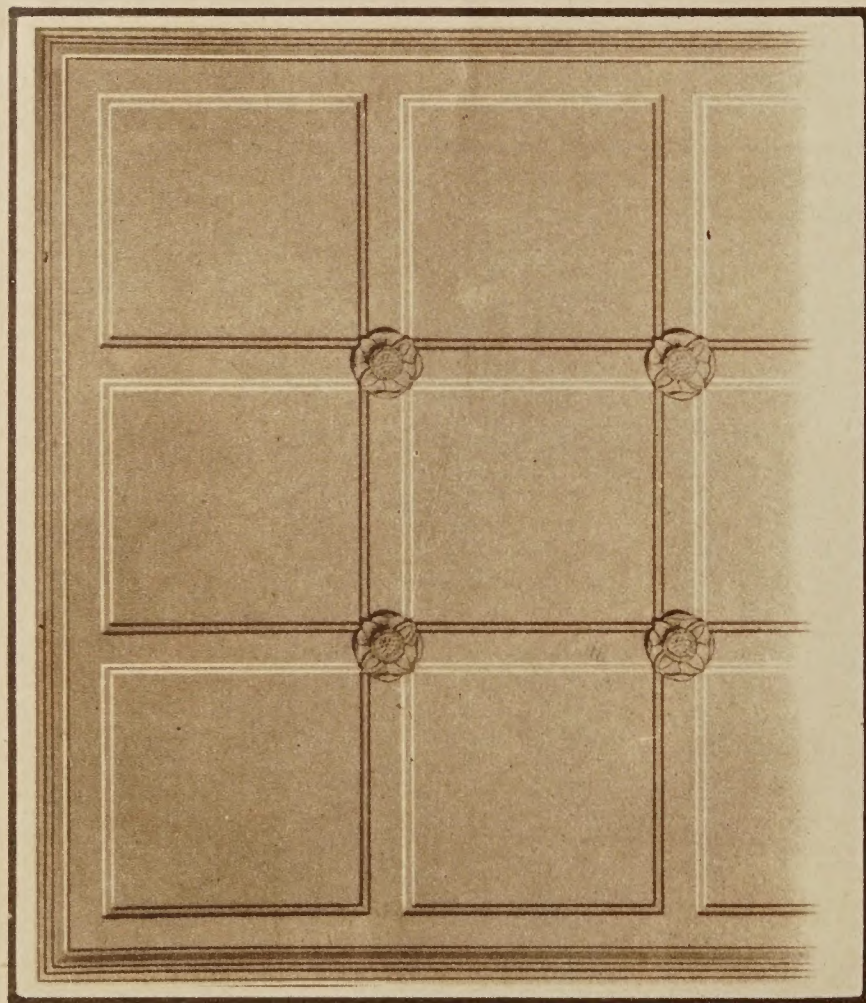
Four Typical Upson Relief Ceiling Designs Which Lend Themselves to Countless Adaptations



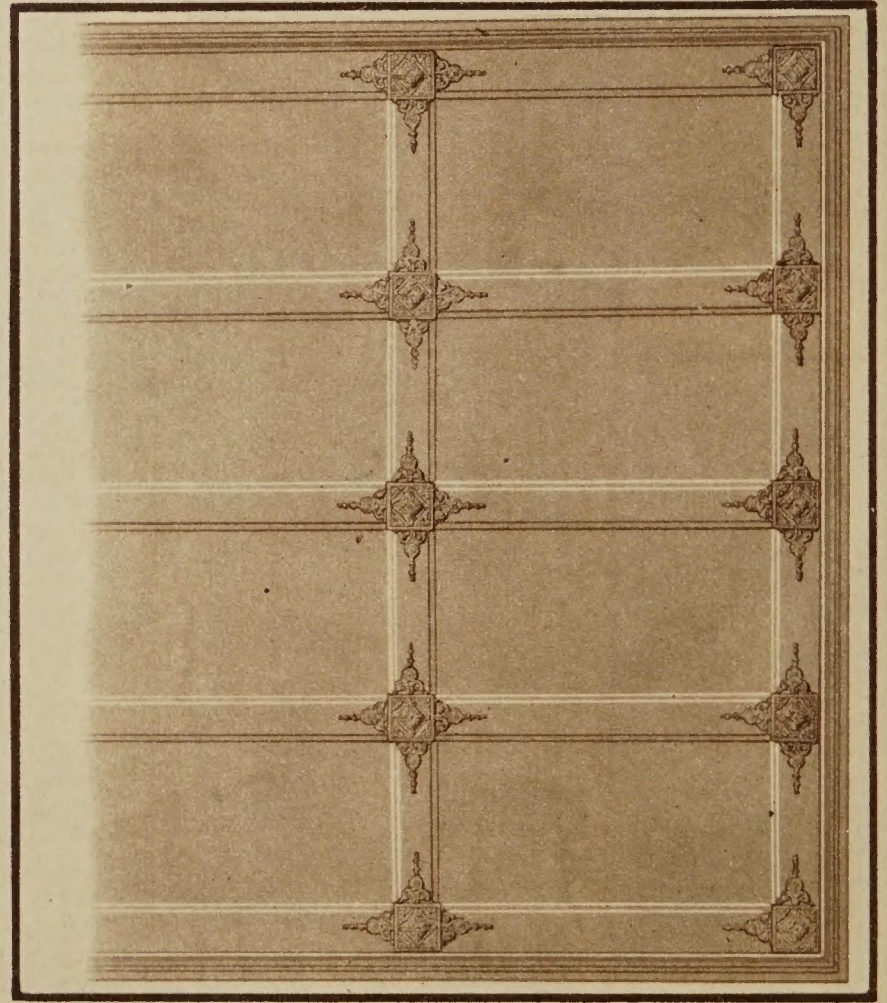
The Greek Pattern of Upson Relief Ceiling is simple but effective. It is suitable for any room in the house. This design is best used with the decorative moldings running at right angles to the source of light, thus bringing out the full beauty of high light and shadow formed by the Upson Duplex Moldings.



The Patrician is a more elaborate pattern of Upson Relief. It is suitable for any room of sufficient size to take care of the border design. It is particularly good in odd-shaped rooms, with alcoves or L's, as the border may be planned to take care of these irregular spaces.



The Colonial Relief Ceiling adds just enough design to give character to the room as a whole. It is especially good for living- or dining-rooms, yet not too elaborate for bedrooms of moderate size. It is exceptionally fine for large rooms as the size of the squares in the pattern may be varied to conform to the size of the room.

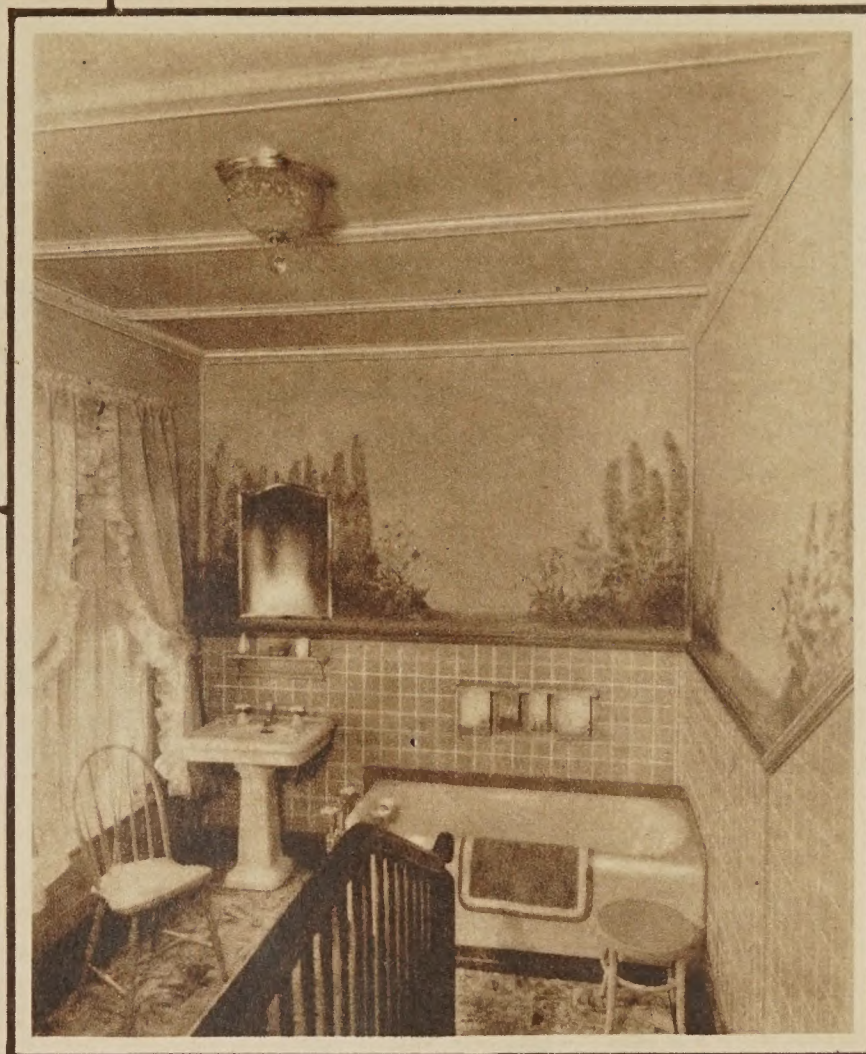


The Classic Pattern is suited to any room. It is especially appropriate for large rooms. Although its construction is simple, its finished appearance is rich and dignified. If one of the simple, one-piece designs of Upson Relief Ornaments is used, the ceiling will not appear as massive as in this picture.



Above—Here is an excellent example of waste attic space being turned to a useful purpose by means of Upson "Stabilized" Board. There is such a possibility in nearly every home. If an extra bedroom is not needed the room may be used as a study, recreation room or den.

Below—Yes, only Upson Board and Upson Fibre-Tile are used in this bathroom. The colorful wainscot of Upson Fibre-Tile is surmounted by an upper wall of Upson Board, tastefully decorated with hand-painted delphinium in natural color. The ceiling is Upson Board, paneled with single decorative strips edged with Upson Wood Moldings.



Above—How appropriately the Upsonized Walls and Ceiling frame the modern equipment in this inviting kitchen. Surely, any housewife would be happy amid such surroundings. This picture is used through the courtesy of Lewis & Conger, New York, whose store is the delight of home-loving women.

Below—Walls and ceilings are the background against which we live. Rooms are attractive or ugly—inviting or repellent—in accordance with the wall and ceiling treatments. Simplicity is the foundation of all really effective interior decoration. Simplicity in walls and ceilings is easily attained with Upson "Stabilized" Board. This "homey" living-room ideally illustrates this fact.



Deft Decorative Touches Elevate Upson Relief Ceilings into the Class of Costly and Ultra-Artistic Ceilings

They Add Beauty and Eliminate the Possibility of Unsightly Cracks

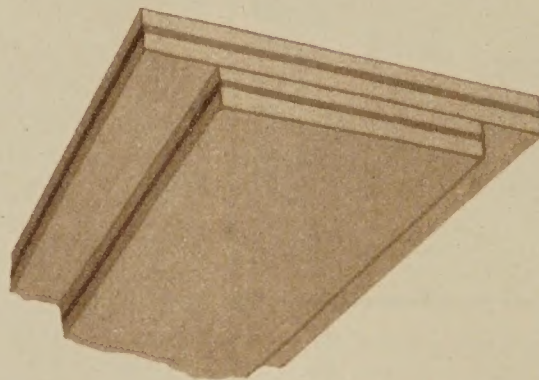
THE introduction of Upson Duplex Moldings, and Upson Relief Ornaments helps tremendously to differentiate between an ordinary wall-board job and a permanently beautiful installation. They give the beauty of expensive hand-modeled plaster, at a fraction of the cost.

The use of these simple but effective accessories adds so little to the cost of the finished job that it is hardly worth considering.

Upson Duplex Moldings cost but little more than plain wood decorative strips.

For a room of average size, the cost of Upson Relief Ornaments and of labor for applying them should not exceed three or four dollars.

Study the pictures of Upsonized rooms in this booklet! Compare these installations with the ordinary wallboard job! Then you will have the most convincing proof that Upson Relief Ornaments and Duplex Moldings provide rich and distinctive walls and ceilings that compare favorably with costly modeled plaster.



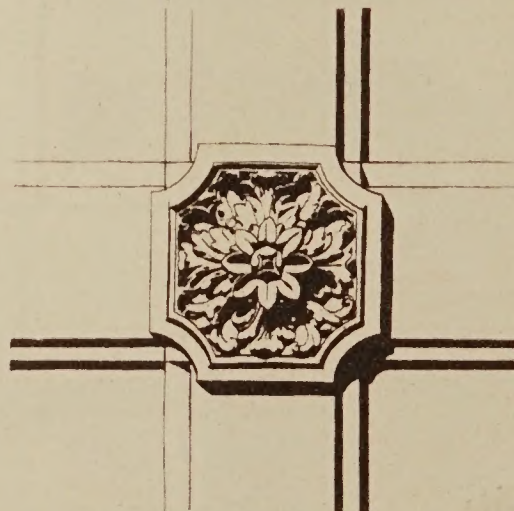
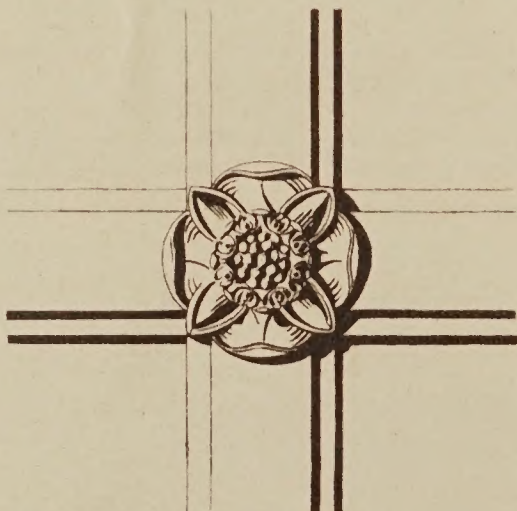
This drawing represents a cross-section of an Upson Duplex Molding. The real beauty of these moldings in actual use on a ceiling is created by the delightful contrast of high light and shadow—the third dimension of depth.

After painting, the rich surface of Upson "Stabilized" Board and Upson Duplex Molding takes on a velvety smoothness, lending new beauty to furniture and furnishings.

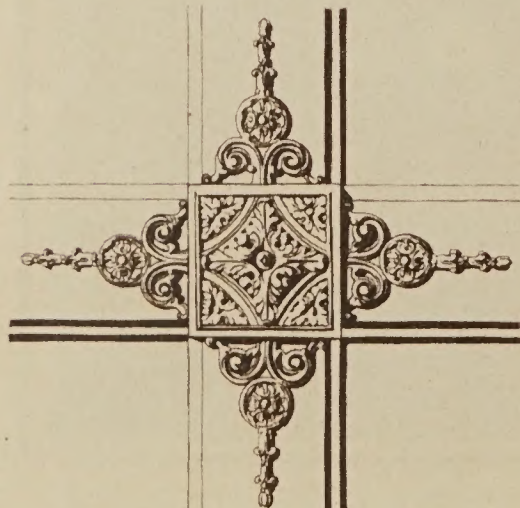
The cost of an Upson Relief Ceiling is little more than that of a plain ceiling—but the *first* cost is the *last*—it is *permanent*!

Upson Relief Ornaments Effectively Conceal the Joints at Intersections of Upson Duplex Moldings

Number 100—Graceful and delicate: comes in two sizes, for the 2"-3" or the 3"-4" Upson Duplex Molding. Suitable for small rooms, and especially appropriate for bedrooms—breakfast rooms—and halls.

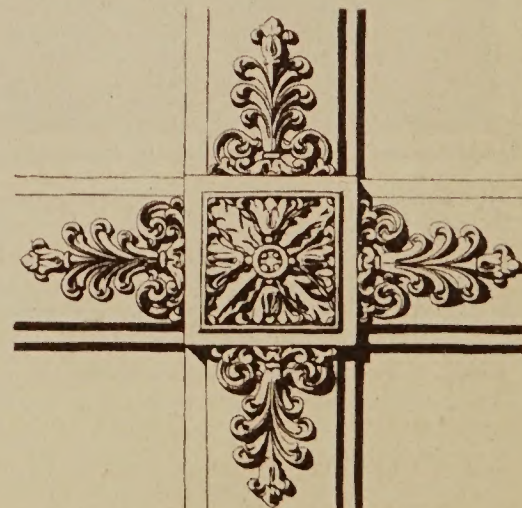


Number 110—Rich and refined. For use with the 3"-4" Upson Duplex Moldings. This exquisite design is recommended for medium-sized rooms, particularly living- and dining-rooms. It is equally suitable for large bedrooms.



Number 120—Distinctive and dignified. When used alone the center is a perfect square, slightly larger than the intersection to insure covering the joints. Excellent for living-room, dining-room or library. Comes in five separate pieces but is easily and quickly applied. For use with 3"-4" Upson Duplex Molding.

Number 130—Smart and impressive. In larger rooms of any kind this design gives an unequalled artistic effect. Centers may be purchased separately if desired although the full five-piece design (with sides) is recommended. Supplied in two sizes to fit 3"-4" or 4"-5" Upson Duplex Moldings.



The Beauty of *Wall* Paneling Is Enhanced By the Use of Wood Moldings

These Upson Moldings Are Suggestive of Appropriate Designs

You will be surprised and elated at the added beauty given to Upson paneled walls by the use of these wood moldings. They were designed by a famous architect especially for use over the edges of decorative strips—Upson Board or wood—on side wall paneling.

They provide just the finishing touch needed to lift wall paneling out of the commonplace.

The beauty of paneled walls is enhanced by the use of Upson Wood Moldings. There is an appropriate design for every type and size of room.

To secure the full beauty of paneled *side* walls, we urge the use of Upson Wood Moldings over the edges of single thickness decorative strips.

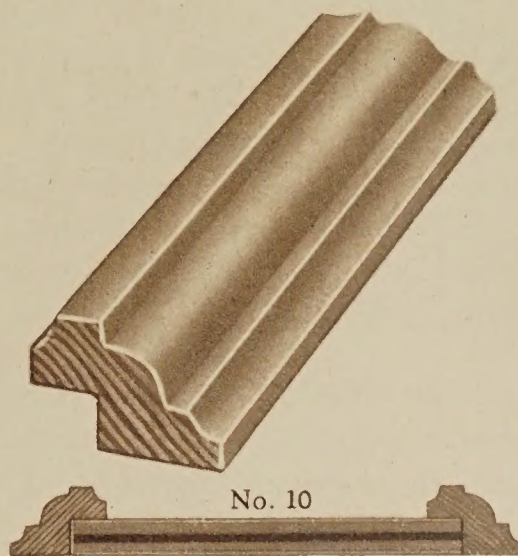
The cost is so small, compared with the

added beauty they provide, that the use of these simple moldings really pays big dividends in the form of increased satisfaction and enjoyment.

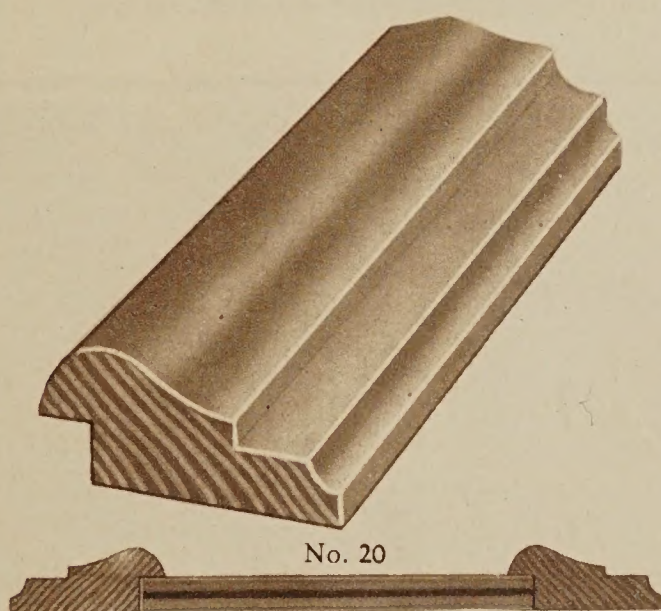
The difference they make in the finished job can appropriately be compared to the difference between a framed and an unframed picture.

The three accompanying sketches show these moldings in actual size. They also show their position in use, along the edges of the decorative strips.

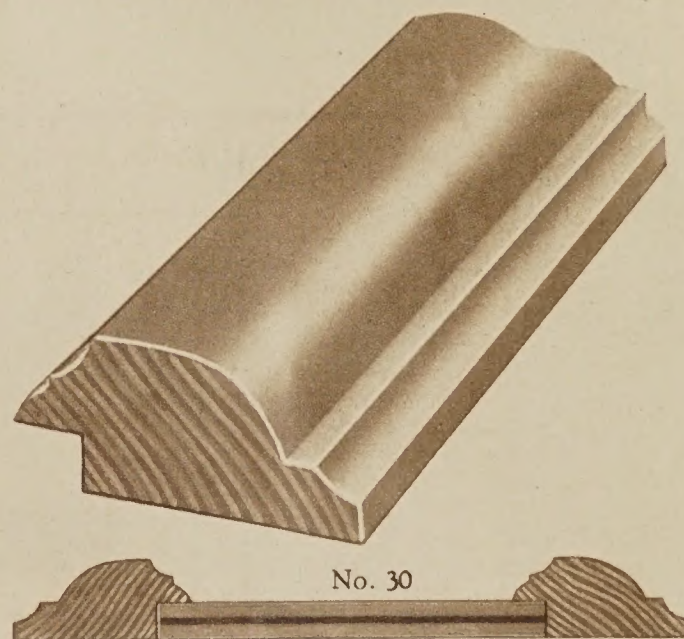
The moldings are usually painted the same color as the panels and the strips. An even more beautiful effect can be obtained by having the painter antique them or paint in stripes of appropriate color. Any good interior decorating painter can do this work.



This is the smallest and simplest form of Upson Wood Molding. It is especially recommended for small rooms.



The graceful curved surface of this pattern is sometimes preferred to the sharper angles of No. 10 Pattern. It can be used in small or medium-sized rooms.



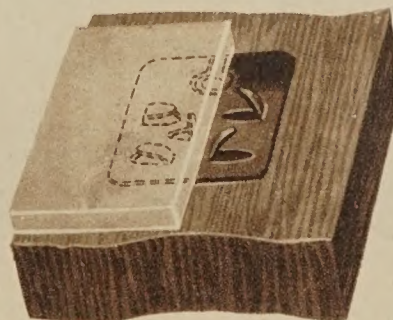
A heavier pattern, of beautiful curves and angles, especially suitable for large rooms where the more delicate designs of No. 10 and No. 20 would not be appropriate.

Nails in Centers of Wallboard Panels Are No Longer Necessary Upson Self-Clinching Fasteners Anchor Panels Securely from the Back

NAIL marks in centers of panels are ugly and disfiguring. This ingenious little device, developed and patented by the makers of famous Upson Board, eliminates this evil.

As shown in the sketch, Fasteners are applied to furring strips, or direct to studs or joists before Upson Board is applied.

With the Fasteners in place, the carpenter forces the panels of Upson Board over them so that the tiny curved prongs of



the Fastener literally bite into the back of the panel and clinch themselves. Thus, the panels are securely *anchored* from the back.

It is really cheaper in money expended to use Fasteners than it is to use nails, counter-sink the heads, and fill the nail holes.

Upson Board is one of the few boards on which this Fastener can be used. Soft boards lack the strength necessary to clinch the prongs of the Fasteners.

Sparkling Cleanliness in the Kitchen and Bath Are Provided By Upson "*Stabilized*" Fibre-Tile

Now, in any home, both bath and kitchen may be *rich* in color—*new* in beauty—*smart* in appearance. Simply have your carpenter apply Upson "*Stabilized*" Fibre-Tile right over the cracked plaster—or direct to studs in new construction.

The strong, sturdy panels have a smooth, tile-like surface, yet are light in weight.

Then paint or enamel in any desired color. And enjoy the desirable texture and appearance of ceramic tile—at about one-tenth its cost.

Upson "*Stabilized*" Board on the upper walls and ceiling, in soft, harmonious colors, can fittingly complete a room of distinctive and alluring beauty.

Like Upson "*Stabilized*" Board, Upson "*Stabilized*" Fibre-Tile is adaptable to the finest homes and the modest cottage.

Its enduring beauty appeals both to the wealthy and those of moderate means. It is a practical, economical material for any home.

Upson "*Stabilized*" Fibre-Tile will not rust like metal, is stronger than plaster and far more permanent than coverings "stuck" to the wall.

Unlike plaster, or expensive ceramic tile, it cannot crack, craze or fall. It is the only tile board which can be applied with Upson Self-Clinching Fasteners, thus avoiding disfiguring nail marks in center of panels.

Upson "*Stabilized*" Fibre-Tile needs only an additional coat of paint or enamel every few years to renew its appealing beauty and fresh charm. And you can easily change the color scheme.

Compare Upson "*Stabilized*" Fibre-Tile with seemingly similar boards.

Note it is harder, stiffer and stronger.

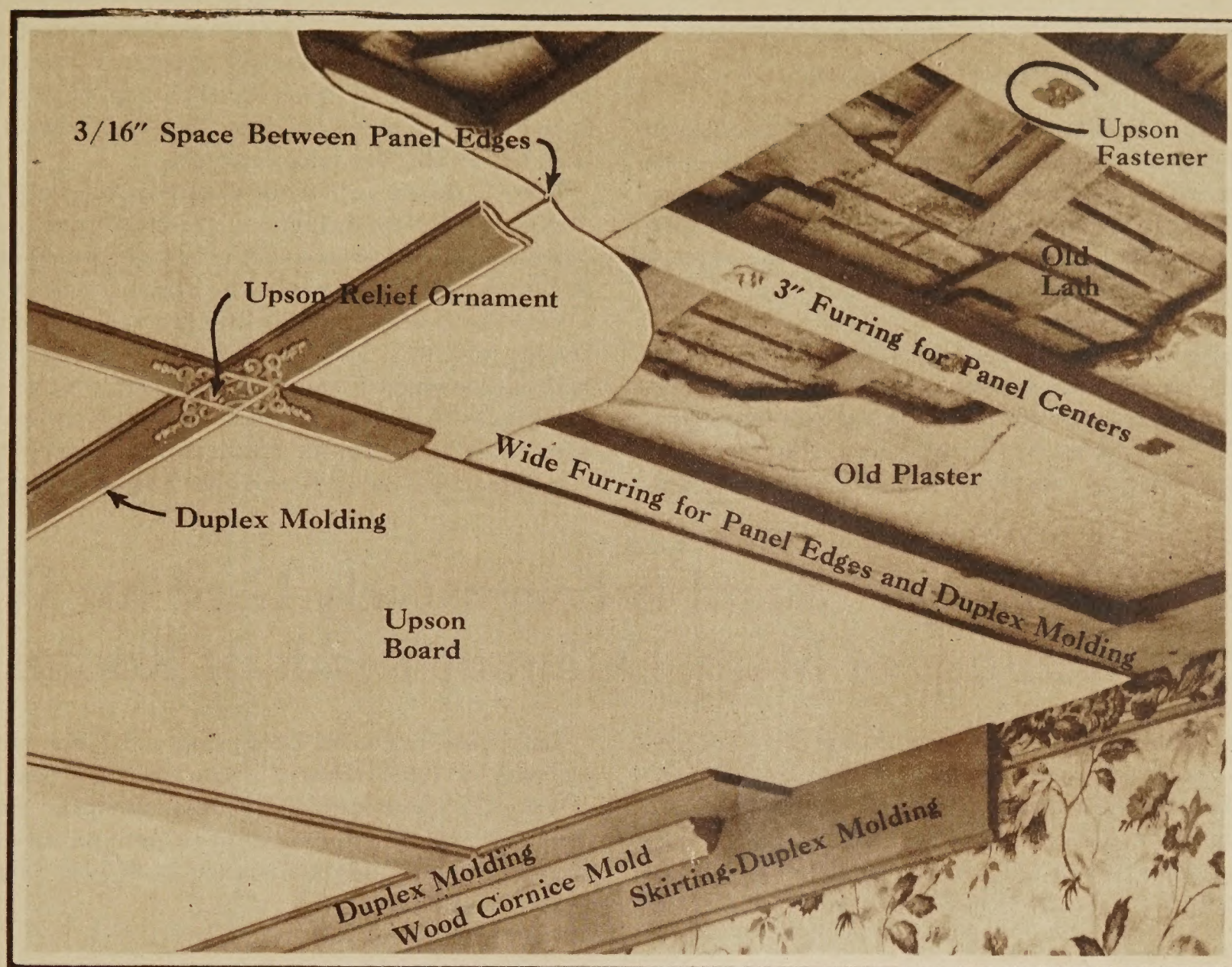
Compare its smooth, lintless surface with imitations whose fuzzy textures require extra enamel to give a smooth, tile-like surface.

Every panel of Upson "*Stabilized*" Board and Upson "*Stabilized*" Fibre-Tile is pre-sized, or surface-filled, to eliminate the costly sizing coat required by most other boards, thereby saving \$10.00 to \$20.00 per thousand square feet in cost of finishing.

It is kiln-cured and waterproofed to eliminate excess moisture and minimize expansion and contraction.



More and more we find the electric kitchen in the modern home or the remodeled house. Regardless of the nature of your kitchen equipment, however, Upson Fibre-Tile makes the ideal background. Finished in white enamel, or some light, cheery color, your Upsonized kitchen can always be kept clean and sanitary by wiping over with mild soap and water.



A Simple Explanation of How Upson Relief Ceilings Are Applied

WHILE the average home-owner may not be interested in all the details of construction, we believe that everyone would like a simple explanation as to how Upson Relief Ceilings are applied.

In applying over old plaster, the first step is to furr the surface to be Upsonized with wood furring strips of a proper width, shimming up low spots to assure a level and solid nailing surface. Then the panels of Upson "Stabilized" Board are nailed or fastened to the furring.

In new work, the panels may be applied direct to studs and joints. For finer jobs, however, furring is recommended.

Over the joints between the panels, and at such other points as called for by the design of ceiling selected, Upson Duplex Moldings are applied.

Where the ends of Upson Duplex Moldings join other Upson Duplex Moldings at right angles to form a pattern, joints are made as tight as possible. Due to possible inaccuracy in sawing, settling of the building, or shrinking of furring, the joints may occasionally open up slightly as with wood trim.

Even if these joints should open up, they can never show when this new method of applying Upson Relief Ceilings is

used, because Upson Relief Ornaments are applied over the intersections concealing the joints. The ornaments are so designed that they overlap the joints by a considerable margin. This revolutionary improvement in application was perfected by the Upson Research Laboratory.

Upson Relief Ornaments are exclusive Upson designs available only for use on Upson Relief Ceilings. They are attached to the intersections of Upson Duplex Moldings by small invisible brads.

After application of the Upson Duplex Molding and the Upson Relief Ornaments, the entire surface including the molding and carvings is painted the same color. Sometimes the owner prefers to have the Upson Relief Ornaments stand out a bit more prominently than the rest of the ceiling, in which case the painter gives the ornaments an antique finish by high lighting portions of the ornament.

When installed according to directions, these new Upson Relief Ceilings give the appearance of expensive hand-modeled plaster at but a fraction of the cost. But these new ceilings have other advantages not to be obtained by any other method of ceiling construction, in that they can never crack or fall and no joints later appear to prove an eye-sore.

Upson "Stabilized" Board Is Especially Made for Walls and Ceilings

Nearly every product is made for one particular purpose!

Products made for other definite purposes are sometimes recommended for use as wallboard. Naturally, they do not give the service or efficiency of *specialized* wallboards.

Upson "Stabilized" Board is specifically engineered to give the buyer everything he wants in a wall and ceiling covering. It is the *nearest-perfect* wallboard!

Because it costs less to paint Upson "Stabilized" Board, the buyer actually saves from \$10.00 to \$20.00 per thousand in cost of decoration. It, therefore, becomes the *cheapest* wallboard on the market when applied and painted.

Do not confuse Upson "Stabilized" Board with *makeshift* products sometimes recommended for use as wallboard. Ofttimes, these boards have rough, dust-catching surfaces which are not only unsanitary but *costly* to paint.



The LITTLE difference in price does not
measure the BIG difference in quality